

# Electric Service Costs Less Than Formerly.....

## BUY NOW!!

"Electric Service in the average home comprises about 1% of the entire household expenditure, represents but 1½% to 2% of the total cost of the average manufactured product."

Customers served by the Carolina Power & Light Company enjoy an exceedingly favorable household electric service rate, as witnesses the popular Residential Combination Rate, which has made the cost of domestic electric cooking, water heating and refrigeration well within the reach of

In 1920 a Heating and Cooking Rate was announced. The new rate provided electric energy for cooking and water heating at 4 cents per kilowatt but necessitated a separate meter. Such a marked reduction over the old rate meant that many households began to install this cleaner, quicker and more convenient method of cookery. But those who had availed themselves of this modern equipment, as well as prospective users of Electric Ranges and Water Heaters, were to be benefited by

### PURCHASING POWER TODAY

OF THE 1930 DOLLAR AS COMPARED  
TO THAT OF THE 1914 DOLLAR

Electric Household Service .....	\$1.36
Food .....	.67
Clothing .....	.62
Home Rental .....	.66
Household Furnishings .....	.51
Movies .....	.48
Candy .....	.59
Tobacco .....	.84
Reading Matter .....	.56

Increased purchasing power of the electric service dollar in 1930 is due to the constantly decreasing cost of electricity and the greatly increased efficiency of electric lamps and appliances.

every household allowance. Where all three classes of service are used in the same home through one meter this rate provides electric energy for as low as 2 cents per kilowatt hour.

For want of such rate, upon the advent of the Electric Range in 1914, electric cookery did not become popular for a number of years. Only those who thought little and cared less about the cost of operation could afford such a convenience. Electric Water Heating and Refrigeration were then unheard of.

still another rate reduction—our popular Combination Rate; announced in the fall of 1928. So favorable is this Combination Rate that hundreds of new users are enjoying a substantial saving each month as a result of using electric energy for cooking, water heating and refrigeration.

Accompanying statistics show that your electric dollar has a great purchasing power today than ever before. While every other household expense has increased steadily the cost of electric service has decreased.

# C A R O L I N A POWER & LIGHT COMPANY